



Explore Consulting

www.exploreconsulting.com



At A Glance:

- **Company:** Explore Consulting
- **Location:** Seattle, WA
- **Industry:** Computer Software; Professional Services
- **Challenges:**
 - Consultant and software reseller wanted to diversify in order to tap the rapidly growing small and medium sized market
- **Results with NetSuite:**
 - As a NetSuite Solution Provider, quadrupled revenues generated from combined NetSuite sales and NetSuite consulting services from 2003 to 2004



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— Steve Jones, CEO,

Explore Consulting

The Results: Quadrupled Revenues

Explore Consulting’s main focus is its systems integration services, says Steve Jones, CEO of the firm. However, when the company began reselling NetSuite, that side of the business became a significant revenue source as well. Specifically, from 2003 to 2004, Explore Consulting’s revenues from its combined NetSuite sales and NetSuite consulting businesses quadrupled, he says.

“Now, NetSuite has become fifty percent of our business,” he says.

Jones attributes this growth to NetSuite’s ongoing evolution. “It has nothing to do with the economy or our marketing, as we were fully committed to the product from the beginning. What happened was, as NetSuite kept adding new features, it became more and more attractive to the higher end of the mid tier market,” he explains, citing NetSuite’s ecommerce capabilities, and the flexibility built into the Web site tools.

The Challenge: Big Market; Little Appeal

Before it discovered NetSuite, Explore Consulting’s customers were typically larger, Fortune 500 companies. “We did a lot of e-business suite implementations and enterprise software integrations,” Jones said. At the same time, though, the company had begun thinking it would have to expand its reach in order to continue to grow, especially as it appeared likely a recession was about to overtake the economy.

By happenstance, the company had adopted NetSuite internally. “And then it dawned on us: our clients were struggling with multi-million dollar software applications, when all along NetSuite provided the same integrated functionality—out of the box, and over the Internet, no less.”

In short order Explore Consulting decided it would open a second front by providing mid-tier companies with an affordable solution with enterprise features.

 Find out more: contact NetSuite, Inc. at 1 877 NETSUITE or visit www.netsuite.com



“We wanted to develop a vertical expertise in one industry, such as the online grocery space. But to do that we needed an anchor client. NetSuite helped us land that client—Pioneer Organics—and a year and a half later we are still actively involved with them.”

*— Jeremy DeSpain, COO,
Explore Consulting*

“We knew we could greatly increase our client base by providing an appealing product to the mid tier,” Jones says.

To meet client’s demand in the Portland, Oregon region, Explore opened their first satellite office in June 2004 by hiring a local Regional Account Manager. “The Seattle and Portland markets were hit hard by the economic downturn and we believe that fuels our growth because companies are looking for a cost-effective solution that will help their business grow,” DeSpain says.

The Solution: An Anchor Client in the Online Grocery Space

Now, he says, close to four years later, Explore Consulting and NetSuite are once again poised to ride the latest economic cycle: recovery. “Because NetSuite has added so much sophisticated functionality—and it will continue to do so—we will be able to market to even larger sized customers, especially those companies that had put off IT spending during the recession.”

Reselling NetSuite and providing implementation services for the application has also opened up yet another front for Explore Consulting: an anchor client in a highly specialized vertical, the online grocery industry.

Prior to Explore Consulting, Jones and co-founder Jeremy DeSpain had been systems developers in the online grocery Web stores that had burst on the scene in the late 1990s. “We knew it was only a matter of time before a second wave of companies would try again,” Jones said.

And indeed one did. Pioneer Organics, a local online provider of organic produce, contracted with Explore Consulting to implement NetSuite and help it fully leverage each module.

“They have become an anchor client for us in more ways than one,” Jones says. “They are an active client for a year and a half, implementing in a phased approach each of NetSuite’s applications. Just as importantly though, through the implementation of NetSuite, we helped them develop what will be best practices in order management, in customer service and in distribution when this industry reaches critical mass again.”

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